

Station KTNV-TV LAS VEGAS, NV  
Advertiser ( ) .PATRIOT MAJORITY  
Product PATRIOT MAJORITY  
Estimate# 1884  
Buyer Sarah Levene  
Phone#  
Fax#

Agency ( ) WATERFRONT STRATEGIES  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 84/91/1884  
Flight Dates 09/27/2012 - 10/03/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) ANJIE BRADY  
  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

SC=\*

--- REMARKS ---

THIS IS A NEW CONTRACT  
TOTAL 74,700  
PLS CONFIRM ASAP  
THANKS ,ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	F	5A-530A	ACTION NWS@5AM<	:30	\$450.00	09/28-09/28	1	1	1	\$450.00	
	2	F	3P-330P	MILLIONAIRE<	:30	\$500.00	09/28-09/28	1	1	1	\$500.00	
	3	F	330P-4P	ACTION NW@330P<	:30	\$500.00	09/28-09/28	1	1	1	\$500.00	
	4	F	530A-6A	ACTION NWS@5:30AM<	:30	\$650.00	09/28-09/28	1	1	1	\$650.00	
	5	F	11A-12P	ACTN NEWS@11AM<	:30	\$650.00	09/28-09/28	1	1	1	\$650.00	
	6	F	4P-5P	JUDGE JUDY	:30	\$650.00	09/28-09/28	1	1	1	\$650.00	
	7	F	6A-7A	ACTION NWS@6AM<	:30	\$750.00	09/28-09/28	1	1	1	\$750.00	
	8	F	7A-9A	GD MRN AMR-ABC<	:30	\$750.00	09/28-09/28	2	1	2	\$1,500.00	
	9	SA	8A-9A	ACTN NWS SA@8A	:30	\$750.00	09/29-09/29	1	1	1	\$750.00	
	10	F	730P-8P	MILLIONAIRE<	:30	\$850.00	09/28-09/28	1	1	1	\$850.00	
	11	F	1135P-1205A	ABC-NITELINE<	:30	\$850.00	09/28-09/28	1	1	1	\$850.00	

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	12	F	5P-530P	ACTION NWS@5PM<	:30	\$900.00	09/28-09/28	1	1	1	\$900.00	
	13	F	10A-11A	VIEW-ABC<	:30	\$1,000.00	09/28-09/28	1	1	1	\$1,000.00	
	14	F	6P-630P	ACTION NWS@6PM<	:30	\$1,000.00	09/28-09/28	1	1	1	\$1,000.00	
	15	F	630P-7P	ACTION NWS@630<	:30	\$1,100.00	09/28-09/28	1	1	1	\$1,100.00	
	16	SA	11P-1135P	ACTION NWS@11P<	:30	\$1,250.00	09/29-09/29	2	1	2	\$2,500.00	
	17	F	11P-1135P	ACTION NEWS @ 11PM	:30	\$1,750.00	09/28-09/28	1	1	1	\$1,750.00	
	18	F	529P-530P	ACTION NEWS BREAK	:30	\$2,000.00	09/28-09/28	1	1	1	\$2,000.00	
			Buyline Comment: ONLY 2 :30 SEC AVAIL									
	19	SU	9P-10P	ONCE UPON A TIME	:30	\$5,000.00	09/30-09/30	1	1	1	\$5,000.00	
	20	M	8P-10P	DANCING WITH THE STARS	:30	\$10,000.00	10/01-10/01	1	1	1	\$10,000.00	
			Buyline Comment: PRES DEBATE 10/22									
	21	TU	8P-10P	DANCING WITH THE STARS RESULTS	:30	\$12,500.00	10/02-10/02	1	1	1	\$12,500.00	
			Buyline Comment: PRES DEBATE 10/16									
	22	M-W	5A-530A	ACTION NWS@5AM<	:30	\$450.00	10/01-10/03	2	1	2	\$900.00	
	23	M-W	3P-330P	MILLIONAIRE<	:30	\$500.00	10/01-10/03	2	1	2	\$1,000.00	
	24	M-W	330P-4P	ACTION NW@330P<	:30	\$500.00	10/01-10/03	2	1	2	\$1,000.00	
	25	M-W	530A-6A	ACTION NWS@5:30AM<	:30	\$650.00	10/01-10/03	1	1	1	\$650.00	
	26	M-W	11A-12P	ACTN NEWS@11AM<	:30	\$650.00	10/01-10/03	3	1	3	\$1,950.00	

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	27	M-W	4P-5P	JUDGE JUDY	:30	\$650.00	10/01-10/03	2	1	2	\$1,300.00	
	28	M-W	6A-7A	ACTION NWS@6AM<	:30	\$750.00	10/01-10/03	3	1	3	\$2,250.00	
	29	M-W	7A-9A	GD MRN AMR-ABC<	:30	\$750.00	10/01-10/03	6	1	6	\$4,500.00	
	30	M-W	730P-8P	MILLIONAIRE<	:30	\$850.00	10/01-10/03	2	1	2	\$1,700.00	
	31	M-W	1135P-1205A	ABC-NITELINE<	:30	\$850.00	10/01-10/03	2	1	2	\$1,700.00	
	32	M-W	5P-530P	ACTION NWS@5PM<	:30	\$900.00	10/01-10/03	3	1	3	\$2,700.00	
	33	M-W	10A-11A	VIEW-ABC<	:30	\$1,000.00	10/01-10/03	2	1	2	\$2,000.00	
	34	M-W	6P-630P	ACTION NWS@6PM<	:30	\$1,000.00	10/01-10/03	3	1	3	\$3,000.00	
	35	M-W	630P-7P	ACTION NWS@630<	:30	\$1,100.00	10/01-10/03	2	1	2	\$2,200.00	
	36	M-W	529P-530P	ACTION NEWS BREAK	:30	\$2,000.00	10/01-10/03	1	1	1	\$2,000.00	
	Buyline Comment: ONLY 2 :30 SEC AVAIL											

---REPORT TOTALS---

Report Totals: 59 / \$74,700.00

---SALES MONTHLY TOTALS---

Sep 12: 21 / \$23,350.00      Oct 12: 38 / \$51,350.00

Sales Totals: 59 / \$74,700.00

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Station Totals: 59 / \$74,700.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$415,000	KBLR	0%	KLAS	34%	KSNV	25%	KTNV	18%	KTUD	1%
		KVCW	1%	KVMY	1%	KVVU	20%				

---COMPETITIVE COMMENTS---  
COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11  
Demos RA35+

--- CREDIT RISK ---  
CASH IN ADVANCE